

## BECOME A SPONSOR



AZTEC JAZZ FESTIVAL	MARCH 11
BINGO NIGHT	APRIL 18
BIG BAND BLOWOUT	MAY 18

## SPONSORSHIP MATERIALS 2023

Esperanza Entertainment Boosters  
Anaheim, CA. 92807  
<https://ehseu.org>



## **January 2023**

*On behalf of the **Esperanza Entertainment Unit**, I am requesting your sponsorship for our EEU Events for fundraising held every spring semester. We are in search of additional event sponsors to support our community-focused Aztec Jazz Festival, Bingo Night and Big Band Blowout Concert.*

*This is an opportunity to showcase your business to hundreds of potential customers, who appreciate supporting a community business that supports their students. In exchange for your sponsorship, we are committed to providing high level recognition. Please find enclosed sponsorship benefits associated with EEU Events including options for trailer logos, program ads and press release links plus additional placement opportunities on our website and social media. All sponsorships are tax deductible.*

*Thank You for taking the time to review our Sponsorship Materials. We look forward to the possibility of partnering with you. If we can provide any additional information, please contact me at [2ndvp@ehseu.org](mailto:2ndvp@ehseu.org).*

*Sincerely,  
Matt Charney  
Fundraising VP*

## **About EEU Programs**

The entire EEU takes pride in providing the best possible performances for the entertainment of our school, community, and citizens of our area. The mission of the Esperanza Entertainment Program is to continuously prepare students for lifelong appreciation of performing arts by, meeting student needs year to year, facilitating performance opportunities, teaching musical art history and new interpretations, supporting youth leadership and mentorship, all through a focus on building community through the arts. <https://ehseu.org/about>

**Who are EEU Students?** EEU student enrollment is ~100+ students year to year and makes up the largest competition team on the Esperanza HS campus, with program budgets that are lower than many competitive sports programs. EEU students earn and maintain very high GPA's. The EEU program is committed to serving the diverse student population at EHS with 35% qualifying for Free/Reduced Lunch Program, 25% from household incomes \$100K or less, and about 30% from middle class households. EEU never turns away a student with financial need. <https://www.esperanzahs.net>



**Big Band Blowout**, our signature jazz concert, features a professional guest artist, in collaboration with Esperanza & Bernardo Yorba Jazz groups at the district Performing Arts Center.

**Aztec Jazz Festival**, an all-day competition, serves as a fundraiser for EEU. Over 50 bands, middle schools & high schools from across Southern California, participate in this music festival every year.



**Charity Bingo Night**, an annual band bash, is a fun evening of music, playing games of chance and winning great prizes, like restaurant & event packages and one-of-a-kind gift collections.



EVENT SHOWCASE

# ABOUT EEU EVENTS

The **Esperanza Entertainment Unit** fundraising events celebrate our music community and the hard work of our students with music fellowship, mentorship and a band family bash. These events call on the entire EEU 200+ active members, hundreds more EEU subscribers, a network of musician mentors and over 50 jazz groups and their families from local schools, across the Facebook calendar of a prominent lively local business.



**Aztec Jazz Festival Returns on Saturday, March 11.** The EEU hosts Big Band and Jazz Combo ensembles on Esperanza High School campus for the [Aztec Jazz Festival](#). This is an "all-hands" event that supports the entire entertainment unit. EEU students do not perform but sign up to earn Community Service hours. Parents & family members are vital to the success of the event. We are proud of our Volunteers and even more proud of our freshly-made BBQ!

**Bingo Night at Rembrandt's on Tuesday, April 18th.** We introduce [Bingo Night](#) presented by Rembrandt's. They organize the Bingo cards and their own Seafood & Steakhouse menu. We need help with in-kind donations for prizes and a small music group to play between 5:30-8:30pm. And then it's just fun for everyone after that. *Sounds like a great annual band family bash!*

**Big Band Blowout is at the PAC, May 18th.** For 2023, the Jazz Concert fundraiser *features Victor Goines*, with our own Esperanza Jazz I, II, & III groups, joined by Bernardo Yorba Middle School Jazz. We are promoting an 8.5x11 printed Concert Program for sponsors. Ad prices are very reasonable for the quality and value of this returning tradition. Check out [Big Band Blowout](#) at our website, you are sure to be impressed by *20+ years of special guest artists* celebrating Jazz education for young people.

## Who Participates?

The **Esperanza Entertainment Unit** is a vibrant community of over 400 members. EEU Events have wide-reach among working families and their students in OC with weekly email, a mobile responsive website and active social media. Local community supporters of the PYLUSD music program include parents, students, friends, family and alumni.

**As a special interest audience segment**, over 60% of our PYLUSD audience is married with 1 or more children, employed in Business Administration with middle incomes and over 40% hold a Bachelor's degree or higher. (*Verified Oct 2022 per most recent ACS Census at censusreporter.org.*)

# IMPACT & OUTCOMES

**Esperanza Entertainment Unit** has become widely recognized as a competitive entertainment unit & successful, high-quality instrumental music program, under the leadership of the Band Director, Brad Davis since 2011.

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## OUR DIRECTOR

“As a chaperone, I witnessed first hand, mutual respect between Mr. Davis and his students. They act responsibly because they’re treated with respect. Students grew during their high school years, many starting as shy, tentative freshmen and developing into responsible, outgoing people as section leaders and band officers.”

*JoD Apitz, Parent Member 2009-2016*

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School shutdowns and live music restrictions set most music education back. EEU students persevered through the pandemic, to get the highest finishes at Championships in the history of the EEU music program. Our students’ dedication and commitment to continue a legacy of excellence is a tribute to the resiliency of instrumental music and performing arts in our schools.

By seeking support from EEU families and community partners for our EEU Events for fundraising held every spring semester, these Booster programs have raised money for a great cause, empowering students in performing arts programs in public education.



## OUR WEBSITE

The EHSEU website can provide the historical impact of EEU programs and goals that go unseen day to day. Search these important events; from the Disney Employee Grant that gave us new uniforms, to performance enrichment concerts with earned media from OC Register, and professional musician digital skills infused into homework as a result of school shutdowns. <https://ehseu.org>

These outcomes are significant because they highlight the timeline of EEU as a competitive program and show how public school music classes can become high-quality music education.





# SPONSORSHIPS



**Levels & Benefits** We appreciate your consideration for becoming an Esperanza Entertainment Unit Sponsor. Your Company will be acknowledged as a proud supporter of our program and your sponsorship agreement can include these options.

★ **Platinum Sponsor \$1500** All 3 EEU Events includes options for trailer logo, program ads and press release links plus additional placement opportunities

★ **Gold Sponsor \$1000** 48" x 48" logo on trailer, full page ad event program (+ your ad digital file), company logo & live link, 8 social mentions, 6 free event tickets

★ **Silver Sponsor \$750** 24" x 24" logo on trailer, 1/2 page ad event program (+ your ad digital file), company logo & your url, 6 social mentions, 4 free event tickets

★ **Bronze \$500** 6" letters logo on trailer, 1/4 page ad event program (+ your ad digital file), company logo, 4 social mentions, 2 free event tickets

EEU provides All Event Sponsors artwork/logo as editable PDF or Vector file and recognizes Sponsorship will run through school year or one calendar year. EEU Boosters are a registered 501(c)(3) tax-exempt nonprofit under the IRS Code and provide our EIN to all contributing sponsors. As always, to express our appreciation, we are pleased to offer our sponsors complimentary tickets. For details <https://ehseu.org/sponsoreeu>

The success of each event relies heavily on your generosity. We appreciate your support and are committed to ensuring our sponsors have the best experience working with EEU. If you prefer to discuss agreement options with **Brad Davis, Band Director**, please let us know or reach out directly at: [bdavis@pylud.org](mailto:bdavis@pylud.org), or (714)986-7540 ex:13711.

# ADVERTISING EXAMPLES

From Previous Esperanza Entertainment Unit Events

CONGRATULATIONS.

## ESPERANZA

seniors

### GRADUATION

ANNOUNCEMENTS | PARTY INVITATIONS | THANK YOU CARDS

posh paper  
BOUTIQUE

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\*VOTED BEST INVITATIONS ON ORANGE COUNTY HOT LIST\*

EEU CREATED SPONSOR'S HALF PAGE AD

## BIG BAND BLOWOUT 2016

### Business Directory

Axioms Fitness.....18	Ann Pearce Century 21 Realtor.....12
Blue Agave Southwestern Grill.....28	Out of the Park Pizza.....17
Wendy Carr Hairstyles.....21	Potter Orthodontics.....17
East Hills Cleaners.....12	Rose Auto Repair.....24
Dave Friedrichs Music Lessons.....21	Dr. Brian Saunders, DDS.....25
Imhof & Associates.....Inside Back Cover	Dr. David E. Sbardellati, DDS.....18
Imperial Band Instruments.....27	Scott's Barber Shop.....Inside Front Cover
Joe Family Chiropractic.....17	Signal Driving School.....11
Lifetime Flooring.....Back Cover	Thread Craft Embroidery & Printing.....21
Music Maker.....17	Yoga Sol.....This Page
	Yorba Linda East Hills Pet Care.....18



### FIND BALANCE

- Toning, Strength & Stamina
- Balance and Flexibility
- Mental Focus and Clarity
- Weight Loss
- Healthy Back, Knees & Shoulders
- Stress Reduction
- Increased Vitality & Energy

### 20% DISCOUNT COUPON

ESPERANZA BAND SUPPORTERS

**YOGA SOL**

This coupon applies to any Yoga Class Series, Single Class or Workshop. Expires 9/30/16. 2000 Imperial Hwy, Yorba Linda, CA 92899. Phone: (714) 999-8888. www.yogasolstudio.com

INDIVIDUAL EVENT PROGRAM BUSINESS DIRECTORY

2017 Big Band Blowout

## Scott's BARBER SHOP

Regular Cuts  
Spikes & Crews  
Fadings  
**\$10**

Senior 65+  
(M-Th)  
Military Active  
**\$8**

Flat Tops  
Razor Fades  
Mohawks  
**\$12**

### HOURS

M-F 8:30am to 6:00pm  
Sat 8:30am to 5:00 pm  
Sun 8:30 am to 3:00 pm

(714) 701-1131  
5031 E. Orangethorpe Ave. #C  
Anaheim, CA 92807  
www.scottsbarsbershopanaheim.com

*We put our customers first!*

EEU CREATED SPONSOR'S FULL PAGE AD

## Big Band Blowout Sponsors

### Pediatric Dentistry

Brian J. Saunders, D.D.S. • Douglas J. McGavin, D.D.S.

Brian J. Saunders, D.D.S.

17300 Yorba Linda Blvd., Suite G • Yorba Linda CA 92886  
(714) 996-2200 • FAX (714) 996-0232

### RELEVE APPAREL

(626) 444-9710  
(909) 397-7800

2140 W. Second St.  
Pomona, CA 91768  
(Pomona Area's Only)

RELEVEAPPAREL.COM

### Antonino N. Ruscitto, D.D.S.

17300 Yorba Linda Blvd., Suite E  
Yorba Linda, CA 92886  
(714) 996-1212  
www.ruscittdental.com

## WWW.YORBALINDASALES.COM

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Century 21 Award

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INDIVIDUAL EVENT PROGRAM SPONSOR PAGE

## SPONSOR EEU EVENTS

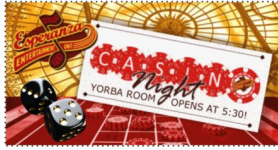
Esperanza Entertainment Boosters, 1830 North Kellogg Drive, Anaheim, CA. 92807

Web: <https://ehseu.org> | Facebook: @OfficialEsperanzaEntertainmentUnitGroup

Instagram: @esperanza\_entertainment\_unit



Fundraiser in support of **ESPERANZA HS ENTERTAINMENT UNIT**  
**SILENT AUCTION - RAFFLE - PHOTO BOOTH - BUFFET DINNER from BLUECAVE**  
**ROULETTE - CRAPS - BLACK JACK**



**When:** February 7, 2020  
**Where:** Yorba Linda Community Center | 4501 Casa Loma Ave. | The Yorba Room  
**Times:** Opens 5:30pm | Dinner until 8:30pm | Gaming 6:00-9:00pm | Raffle starts at 9:15pm  
**Cost:** \$40.00 includes Dinner & Dessert with Beer & Wine available for additional cost  
 PLUS 10 raffle tickets, PLUS 100 in gaming chips

Charity Gaming has no cash prizes. Game play with real chips. Turn in chips for tickets to our raffle!  
 Biggest "Winner" GRAND PRIZE. Must be present at Casino Night to win listed prizes.

**Prizes include:**  
 COMIC-CON PASSES - AIRLINE TICKETS - IMPROV BREA  
 PRIVATE WINE CLASS - HOTEL STAYS - MEDIEVAL TIMES  
 GOLF - RESTAURANTS - MOVIES - AND MORE!



For more information: Contact Nathan at [president@ehseu.org](mailto:president@ehseu.org)  
 Esperanza Entertainment Unit / Attr: Casino Night / 1830 Kellogg Drive / Anaheim, CA 92807

EVENT EMAIL BLAST TO 400 SUBSCRIBERS



**Friends of Jazz, High School Showcase, Starts With Esperanza Jazz**

Presented by Esperanza Jazz at Rembrandt's Kitchen & Bar, Placentia CA



Esperanza Jazz Band starts the jazz band series, from Friends of Jazz, 2023 High School Showcase on Saturday, February 4 at Rembrandt's Kitchen & Bar in Placentia.

Jazz enthusiasts will enjoy free, live music performed by high school jazz students. You won't be disappointed, these kids really can swing. Future performances feature Orange County High School Jazz Bands on Saturdays through April 29, 2023. Performances begin at 1pm and conclude by 3pm. Friends of Jazz (FOJ) sponsored event, supports "Keeping Music in The Schools" by partnering with local businesses, school districts and universities to promote music education, experience and expression for youth musicians. <https://friendsofjazzinc.com/>

Esperanza High School Jazz Ensemble is frequent award winner at regional and national festivals, like Essentially Ellington Jazz at Lincoln Center in New York, and is available for hire through the EEU Boosters. Preview these talented young musicians for your next party or reception on Saturday, February 4. <https://ehseu.org/hire-the-band/>

**Admission Info** Free Admission. All Performances Begin 1pm. Free parking.

**LOCATION** Rembrandt's Kitchen & Bar  
 909 E. Yorba Linda Blvd., Placentia, CA 92870

**SPONSORS**



SPONSOR EVENT PROMO SPARKOC CALENDAR  
 35K VISITORS MONTHLY 10K EMAIL SUBSCRIBERS



EEU G

Friends of Jazz  
 The Mullner Family  
 The Schaad Family  
 The Kuwahara Family  
 The Halverson Family  
 The Zhao Family  
 The Harris Family  
 The Apitz Family  
 The Spitzer Family

...And the numerous f  
 who devoted time, er  
 program

## Thank You Donors & Sponsors

We are grateful to the following donors who have supported student learning and success in our music and color guard programs.

Presenting Sponsor  
**Hathaway Dinwiddie**

Local Donors



Black Gold Golf Course  
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 Monarch 9 Cafe  
 Mothers Market  
 Newport Whale  
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 Polly's Pies  
 Rich Farms Ice Cream  
 Sprouts  
 The Cookie Element  
 Trader Joes  
 Yardhouse  
 World of Pinot



JOIN US FOR BOBA NIGHT  
 TO SUPPORT ESPERANZA  
 BAND AND COLORGUARD  
 TEAM @  
 DINGTEA YORBA LINDA

BRING IN THIS FLYER OR SHOW IT ON YOUR PHONE TO  
 MAKE SURE THAT 20% OF THE PROCEEDS WILL GO  
 TO THE BAND AND COLORGUARD TEAM.

**FUNDRAISER**

DINGTEA YORBA LINDA  
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 YORBA LINDA, CA 92887  
 714-340-0084

**MAY 23  
 THURSDAY  
 3PM - 8PM**



BANQUET EVENT PROGRAMS SPONSOR PAGE

EVENT FLYER PRINTABLE WEB & EMAIL BLAST

# SPONSOR EEU EVENTS

Esperanza Entertainment Boosters, 1830 North Kellogg Drive, Anaheim, CA. 92807

Web: <https://ehseu.org> | Facebook: @OfficialEsperanzaEntertainmentUnitGroup

Instagram: @esperanza\_entertainment\_unit





## HOW TO GET INVOLVED?

### CONTACT

Esperanza Entertainment  
Boosters

### BOARD PRESIDENT

Minnie McCormick

### ORGANIZATION EMAIL

president@esheu.org

### WEBSITE

<https://ehseu.org>

## PUBLICITY RESOURCES

We are thankful for the financial support of our community partnerships that have invested in EEU. Together with our very active, supportive booster organization, we all work together for better music education.

Publicity Questions?

Contact EEU Public Relations at [publicity@ehseu.org](mailto:publicity@ehseu.org)

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## FEATURED TOOLS

Resources available for your company use:

Press Release Announcement

Website Event Page

Official hashtag for Event

Facebook Post for Event

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### Website

<https://ehseu.org>

### Facebook

@OfficialEsperanzaEntertainmentUnitGroup

### Instagram

@esperanza\_entertainment\_unit